

WJLA 1100 Wilson Blvd. 6th Floor Arlington, VA 22209

Agency

Product

Advertiser

WJLA-TV/DT WASHINGTON, DC

138 Conant Street Beverly, MA 01915 American Rambler Production

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Comments

Billing Type Account Types

Local/Political Candidate Agency

Sales Tax

Buyer Name

Phone/Fax

Sales Office

Salesperson Brand

Schedule Dates Contract # Political-Political (1088) American Rambler Production (5128) Romney/P/R (15707) 10/06/12-10/09/12 198026

Petro, Susan (1110) Romney for President (67445)

WJLA - Core Team ROMNEY/US PRESIDENT /ADD 10/6-10/9/12 (202) 567-6193 / Kincaid, Stephanie Demo Net Total Package Dea Order Type Commission

00-0P Entered By Last Modified Date Entered Headline # 10/05/12 10/05/12 8 Susan Petro

Commission % \$40,630.00 15.00 \$7,170.00 Normal

WJLA Arlington (WJLA)

By Broadcast Month Spots

	Grand Total:	Oct. 2012	By Broadcast Month
t	10	19	Stode
	\$47 800 00	\$47,800.00	Note

			Comments:	Date:				Accepted-Station:	Date:	_		Accepted-Agency/Advertiser:	Accepted
				T	RAC	CONFIRMATION CONTR	RMATIC	CONF					
-													
10/5/12		\$16,000.00 WJLA Arlington (WJLA)	\$16,000.00	\$8,000.00	2		2	:30 7:57P- ABCDANCING WITH THE STARS	:30 7:	4	10/09/12-10/09/12	8.0 Normal Line / SPOT	8.0
10/5/12		\$400.00 WJLA Arlington (WJLA)	\$400.00	\$200.00	2		1 1	:30 4:30A- NEWS-GOOD MORNING WASHINGTON @430A	:30 4: M(ω	10/08/12-10/09/12	7.0 Normal Line / SPOT	7.0
10/5/12		\$4,000.00 WJLA Arlington (WJLA)	\$4,000.00	\$2,000.00	2		1 1	:30 4:58P- NEWS-ABC 7 NEWS @ 5P	:30 4:	ω	10/08/12-10/09/12	6.0 Normal Line / SPOT	6.0
10/5/12		\$5,000.00 WJLA Arlington (WJLA)	\$5,000.00	\$2,500.00	2		1 1	:30 10:58A- ABCTHE VIEW	:30 10	w	10/08/12-10/09/12	5.0 Normal Line / SPOT	5.0
10/5/12		\$2,800.00 WJLA Arlington (WJLA)	\$2,800.00	\$1,400.00	2		1	:30 6A- NEWS-GOOD MORNING WASHINGTON @6A	:30 6A W/	ω	10/08/12-10/09/12	4.0 Normal Line / SPOT	4.0
10/5/12		\$1,400.00 WJLA Arlington (WJLA)	\$1,400.00	\$700.00	N		1 1	:30 4:58A- NEWS-GOOD MORNING WASHINGTON @5A	:30 4:58A MORI @5A	ω	10/08/12-10/09/12	3.0 Normal Line / SPOT	3.0
10/5/12		\$2,400.00 WJLA Arlington (WJLA)	\$2,400.00	\$1,200.00	2	2		:30 9:30A- WASHINGTON BUSINESS REPORT	:30 9:5	4	10/07/12-10/07/12	2.0 Normal Line / SPOT	2.0
10/5/12		\$4,800.00 WJLA Arlington (WJLA)	\$4,800.00	\$2,400.00	N	2		:307:57P- SPORTS-ABC SATURDAY NIGHT FOOTBALL SHOWCASE	:30 7:5 SA: FO	4	10/06/12-10/06/12	1.0 Normal Line / COLLEGE FOOTBALL	1.0
Entered	Comments	Station	Total	Rate	Spots	Th Fr Sa Su	SPW Mo Tu We	Run Times SPV	Length	Sec	Dates	Line Type / Break Type (Ref #)	Line

We warrant that the information shown on this invoice was taken from the official program log. Terms & Conditions for ad sales and paid programming are reflected on our website at www.wjla.com and are incorporated by reference in their entirety.



American Rambler Production
138 Conant Street
Beverly, MA 01915

Comments

	Contract #	198026	Date Entered	10/05/12
	Schedule Dates	10/06/12-10/09/12	Last Modified	10/05/12
	Advertiser	Romney/P/R (15707)	Entered By	Susan Petro
Floor	Agency	American Rambler Production (5128)	CO-OP	No
	Product	Political-Political (1088)	Headline #	
	Brand	Romney for President (67445)	Demo	
	Salesperson	Petro, Susan (1110)	Order Type	Normal
T.	Sales Office	WJLA - Core Team	Package Deal	
	Buyer Name	Kincaid, Stephanie	Commission %	15.00
	Phone/Fax	(202) 567-6193 /	Commission	\$7,170.00
	CPE	ROMNEY/US PRESIDENT /ADD 10/6-10/9/12	Net Total	\$40,630.00
	Account Types	Local/Political Candidate Agency	Sales Tax	
	Billing Type	Standard		

WJLA Arlington (WJLA)
By Broadcast Month Spots
Oct. 2012 19

Grand Total:

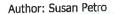
19

\$47,800.00 \$47,800.00

Accepted		10.0	9.0	Line
Accepted-Agency/Advertiser:		10.0 Normal Line / SPOT	9.0 Normal Line / SPOT	Une Type / Break Type (Ref #)
		10/08/12-10/09/12	10/09/12-10/09/12	Dates
		4	u	Sec
Date:				Sec Length
:: Accepted-Station:	CONFIRMATION CONTRACT	:30 6:27P- 7P (EST)	:30 6:58P- ABC 7 NEWS SPECIAL	th Run Times
-Station	NFI			SPW
- 13	RM	<u>, , , , , , , , , , , , , , , , , , , </u>		SPW Mo
	ATI	Ľ	1	Tu We
	2			e
	CO			Fr Sa
	H			S.
	RACT	2	<u>н</u>	Spots
Date:		\$4,000.00	\$3,000.00	Rate
Comments:		\$8,000.0	\$3,000.0	Total
	\$8,000.00 WJLA Arlington (WJLA)	\$3,000.00 WJLA Arlington (WJLA)	Station	
				Comments
		10/5/12	10/5/12	Entered

We warrant that the information shown on this invoice was taken from the official program log. Terms & Conditions for ad sales and paid programming are reflected on our website at www.wjla.com and are incorporated by reference in their entirety.

Printed At: 12:05 PM on Monday, October 8 2012





WJLA Washington

ROMNEY/P/R - add to Est 483

Proposal ID: Schedule Date: 10657 10/06/2012 - 10/09/2012

ROMNEY/P/R Advertiser: Political-Political Product:

Agency: Spot Length(s):

Market:

AMERICAN RAMBLER PRODUCTION :30 Washington, DC (Hagrstwn) [8]

Susan Petro Acct. Exec: Phone #: Email:

Web Site:

703-236-9606 spetro@wjla.com www.wjla.com

Flight Dates: 10/06/2012-10/09/2012

Program SpotLength(s) Time		oc	ос	DMA P35+			k Sp	Rate
· · · · · · · · · · · · · · · · · · ·		6	8	RTG			8	
WJLA			1				1 \$700	.00
GM WASHINGTON 5A-6A	:30	• •	V	p0.7		1-2000140	1 4,00	2
GRPs/Impressions			30	1.4		MAN PINCO	9.22	n:
CPP/CPM				1,000.00		/4/	1,400	2
Mo-Fr 5:00a-6:00a			1	ACCRECATE THE PERSON NAMED IN	09/27/2008-12/31/2036		1 \$1,400	.00
GM WASHINGTON 6A-7A	:30	~-	2	p1.1		1.313(004/1	1 4-7.00	2
GRPs/Impressions				2.2		Aparticle Color	= -0.3	ė –
CPP/CPM				\$1,272.73			2860	j.
Mo-Fr 6:00a-7:00a			_		09/27/2008-12/31/2036	100	1 \$2,500	
THE VIEW	:30		2	p1.8		1:010 (0/11)	1 \$2,540	2
GRPs/Impressions				3.6		A TOP TO		_
CPP/CPM				\$1,388.89		\sim \sim	6.00	
Mo-Fr 11:00a-12:00p			_		09/27/2008-12/31/2036		1 \$2,000	_
NEWS 7 @ 5	:30	**	Y	p1.9		1.01210011	- 4-,000	2
GRPs/Impressions				3.8		April 10 Cl		
CPP/CPM				\$1,052.63			4,000	Ŏ.
Mo-Fr 5:00p-6:00p					09/27/2008-12/31/2036	1	1 \$4,000	0.00
WORLD NEWS ADJ	:30		2	2.7		1001040	Ι ψ./,σσ	2
GRPs/Impressions				5.4		1111116666		_
CPP/CPM -				\$1,481.48		A	8,00	0
Mo-Fr 6:27p-6:30p			_		09/16/2009-12/31/2036		1 \$700	
JIMMY KIMMEL	:30	-	1	p0.9			1 φ/οι	1.00
GRPs/Impressions			/	0.9				_
CPP/CPM				\$777.78				
Mo-Fr 12:05a-1:05a				Run Dates	: 09/27/2008-01/07/2013		1 \$200	0.00
GM WASHINGTON 430A-5A	:30	**	2	p0.6		1 antendel	1 420	2
GRPs/Impressions				/ 1.2		Aller Col		
CPP/CPM				\$333.33		A P	400	
Mo-Fr 4:30a-5:00a				Kun Dates	: 09/03/2010-12/31/2036		1 \$3,00	0.00
ABC 7 Battleground VA	:30	**	1	V *4.0		1 201 2016	1 45/55	1
GRPs/Impressions				4		1111366661	21 007	A
CPP/CPM				\$750.00	10010000000000000000000000000000000000	VIP	4,000	5
Tue 7:00p-7:30p				Run Dates	: 10/09/2012-10/09/2012		1 \$8,00	0.00
DANCING RESULTS	:30	-	8	p 7.6		1 a Dienell	1 40,00	2
GRPs/Impressions				15.2		11/1/2/61	/	
CPP/CPM			,	\$1,052.63		AF	16,000)
Tue 8:00p-9:00p		V	_		: 10/09/2012-12/31/2036		1 \$2,40	0.00
SATURDAY NIGHT COLLEGE FTBL	:30	2		p2.1		1001000	1 42,10	7
GRPs/Impressions				4.2		Affect Co	- N N	
CPP/CPM			,	\$1,142.86			4,800	
Sat 8:00p-11:30p		-	\angle		: 09/01/2012-11/24/2012	/	1 \$1,20	
Washington Business Report	:30	2		p0.2		10 Monda	- W-/1-0	
GRPs/Impressions				0.4		AD1 36 6 CC		,
CPP/CPM				\$6,000.00			2,40	()
Sun 9:30a-10:00a					5: 01/16/2011-12/31/2036		1 \$20,00	10.0
ONCE UPON A TIME	:30	_ 1	**				1 φ20,00	, ,, ,,
GRPs/Impressions		/	8	4.9				
CPP/CPM		- 27	/	\$4,081.63				
Sun 8:00p-9:00p				Run Date	s: 10/23/2011-12/31/2036			_



WJLA Washington

ROMNEY/P/R - add to Est 483

Proposal ID: 10657

Proposal ID: Schedule Date:

10/06/2012 - 10/09/2012

ROMNEY/P/R

Advertiser: Product:

Political-Political AMERICAN RAMBLER PRODUCTION

Agency: AN Spot Length(s): 33

Spot Length(s): Market:

Washington, DC (Hagrstwn) [8]

Acct. Exec: S

Susan Petro 703-236-9606

Phone #: Email: Web Site:

spetro@wjla.com www.wjla.com

Flight Dates: 10/06/2012-10/09/2012

Author: Susan Petro

Program Time	SpotLength(s)	OC OC 6 8	DMA P35+ RTG		W Rate k Spots s
WJLA			1000		1 \$6,500.00
666 PARK A\ GRPs/Impre: CPP/CPM	ssions	:30 1	p4.3 4.3 \$1,511.63	2.42/21/2026	1 \$6,500.00
Sun 10:00p-	11:00p		Run Dates: 09/30/2013	2-12/31/2030	\$75,000.00
WJLA Tota	s	6 16 GRP/(000) CPP/CPM: Reach: Frequency:	51.5 \$1,456.31 35.7 1.4		Spts: 22
SubTotal	Agency Commission @	15%	\$11,250.00	Approved by:	4 1,800
	Agency Commission @	15%	\$11,250.00	Approved by:	